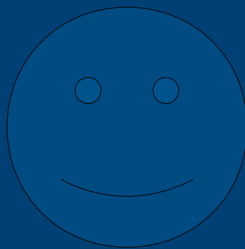


CONCEPTUALIZING THE COMPETITIVE INTELLIGENCE DISCIPLINE

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A look at Competitive Intelligence's Core Function: “Superior Thinking”

CRITICAL THINKING
SUPERIOR THINKING



- Strategy
- Tactic
- Operation

THIS DESIGNATES THE GIVEN FIELD
OF APPLICATION OR COMPETITIVE
ENVIRONMENT (e.g. AEROSPACE
INDUSTRY, WIRELESS
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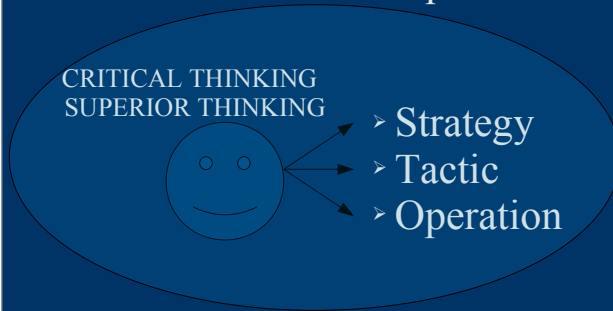
Next Topics on CI Conceptualization:

- Strategy's core components
- Tactics' core components
- Operations core components

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